

Amendments to and Listing of the Claims:

Please cancel claims 195-196, 201 and 203-212, amend claims 194 and 198 and add new claims 213-233 as follows:

1-193. (canceled)

194. (currently amended) A method of delivering targeted advertisements to a subscriber of a stored video system, the method comprising:

- (a) selecting a video from the system;
- (b) determining available advertisement opportunities associated with the selected video;
- (c) selecting one or more targeted advertisements desired to be displayed to the subscriber, wherein the selected targeted advertisements correspond to the available advertisement opportunities;
- (d) delivering the selected video and the targeted advertisements to the subscriber;
- (e) presenting the selected video and the targeted advertisements to the subscriber on a viewing device; and
- (f) presenting, upon detection of a fast-forward or skip operation of the targeted advertisement, an alternative advertisement on the viewing device when the subscriber fast forwards or skips one or more of the targeted advertisements, as a partial screen display in conjunction with the fast-forwarded or skipped advertisement, wherein the alternative advertisement is presented such that at least a portion of each targeted advertisement that is fast forwarded or skipped remains visible and the fast-forwarded or

skipped targeted advertisement are simultaneously presented to the subscriber and wherein the alternative advertisement is for a product or service directly related to the product or service of the targeted advertisement.

195-196. (canceled)

197. (previously presented) The method of claim 194 wherein the alternative advertisement is superimposed over the targeted advertisement.

198. (currently amended) The method of claim 194 wherein the alternative advertisement is a shortened compressed version of the targeted advertisement.

199. (previously presented) The method of claim 194 wherein selection of the targeted advertisement is based on a subscriber profile.

200. (previously presented) The method of claim 199 wherein the subscriber profile defines traits associated with the subscriber, household demographics, traits associated with the selected video, or traits associated with previously selected videos.

201. (canceled)

202. (previously presented) The method of claim 194 wherein the alternative advertisement is derived from the targeted advertisement.

203-212. (canceled)

213. (new) The method of claim 194 wherein the alternative advertisement includes one or more video segments from the targeted advertisement.

214. (new) The method of claim 194 wherein the partial screen display is an overlay.

215. (new) The method of claim 194 wherein the partial screen display is a split-screen.

216. (new) The method of claim 194 wherein the partial screen display is a picture-in-picture.

217. (new) The method of claim 194 wherein the partial screen display is a bug.

218. (new) The method of claim 194 wherein the partial screen display is a computer graphic.

219. (new) The method of claim 194 wherein the alternative advertisement is targeted to the subscriber.

220. (new) A method of delivering targeted advertisements to a subscriber of a stored video system, the method comprising:

- (a) selecting a video from the system;
- (b) determining available advertisement opportunities associated with the selected video;
- (c) selecting one or more targeted advertisements desired to be displayed to the subscriber, wherein the selected targeted advertisements correspond to the available advertisement opportunities;
- (d) delivering the selected video and the targeted advertisements to the subscriber;
- (e) presenting the selected video and the targeted advertisements to the subscriber on a viewing device; and
- (f) presenting, upon detection of a fast-forward or skip operation of the targeted advertisement, an alternative advertisement as a partial screen display in conjunction with the fast-forwarded or skipped advertisement, wherein the alternative advertisement and the fast-forwarded or skipped targeted advertisement are simultaneously presented to the subscriber and wherein the alternative advertisement is a compressed version of the targeted advertisement.

221. (new) The method of claim 220 wherein the alternative advertisement is superimposed over the targeted advertisement.

222. (new) The method of claim 220 wherein selection of the targeted advertisement is based on a subscriber profile.

223. (new) The method of claim 220 wherein the subscriber profile defines traits associated with the subscriber, household demographics, traits associated with the selected video, or traits associated with previously selected videos.

224. (new) The method of claim 220 wherein the alternative advertisement is not directly related to the targeted advertisement.

225. (new) The method of claim 220 wherein the alternative advertisement is derived from the targeted advertisement.

226. (new) The method of claim 220 wherein the alternative advertisement includes one or more video segments from the targeted advertisement.

227. (new) The method of claim 220 wherein the partial screen display is an overlay.

228. (new) The method of claim 220 wherein the partial screen display is a split-screen.

229. (new) The method of claim 220 wherein the partial screen display is a picture-in-picture.

230. (new) The method of claim 220 wherein the partial screen display is a bug.

231. (new) The method of claim 220 wherein the partial screen display is a computer graphic.

232. (new) The method of claim 220 wherein the alternative advertisement is directed to a product or service unrelated to the product or service of the targeted advertisement.

233. (new) The method of claim 220 wherein the alternative advertisement is targeted to the subscriber.